



# Boston Globe Travel Show 2011 Exhibitor Booth Contract

February 11-13, 2011 / Seaport World Trade Center / Boston, MA

## 1. Company Information

Exhibiting Company Name \_\_\_\_\_

Primary Show Contact \_\_\_\_\_

Address \_\_\_\_\_

City / State / Zip / Country \_\_\_\_\_

Email Address \_\_\_\_\_

Billing Company Name (if different) \_\_\_\_\_

Title \_\_\_\_\_

Phone / Toll Free Phone \_\_\_\_\_

Fax \_\_\_\_\_

Website \_\_\_\_\_

**Phone:** (888) 210-8895

**Fax:** (410) 773-9442

**Mail To:** Boston Globe Travel Show, c/o J2L Events, PO Box 1766, Westminster, MD 21158

## 2. Free Promotional Opportunities

• **Company Description on Website** - (provide up to 20 words) \_\_\_\_\_

• **Show Specials & Giveaways listing in Show Guide** - (provide up to 30 words) \_\_\_\_\_

## 3. Booth Selection (select top 3 locations. Every attempt will be made to accommodate requested space, but location cannot be guaranteed)

1st Choice \_\_\_\_\_ 2nd Choice \_\_\_\_\_ 3rd Choice \_\_\_\_\_ **Desired Pavilion Location:** \_\_\_\_\_  
(i.e. Caribbean, Europe, Cruise, Adventure, USA, etc.)

## 4. Booth Rates (cost per 10'x10' booth)

Booth Includes: Carpeting, (1) 6ft draped table • (2) chairs • wastebasket • 7"x44" b/w company id sign • 1 column x 2" ad in show guide • complimentary access to the Trade Conference (lunch not included)

Base Rate \$2,950 x # \_\_\_\_\_ of 10x10's = \_\_\_\_\_

Multiple Spaces \$2,800 x # \_\_\_\_\_ of 10x10's = \_\_\_\_\_  
(4 or more spaces)

Discounts: Member Partner Discount = 10% off\* ( \_\_\_\_\_ )

\*Company must be a member of one of our Industry Partners to receive.

Total Booth Cost: \$ \_\_\_\_\_

## 5. Marketing Opportunities - Check all items you wish to sponsor. Please contact us for additional opportunities not listed below.

### Logo Visibility On

- Main Visitor Info webpage.....\$350
- Online Consumer Ticketing Confirmation w/blurb.....\$950
- Online Trade Registration Confirmation w/blurb.....\$550
- Website Banner Ad Rotation.....\$1,150
- Share of Floor Plan Sidebar Splash Ad.....\$250
- Show Bag Inserts.....\$1,000
- Hanging Booth Banner.....\$1,950
- Trade Badge Lanyards.....\$1,250
- Onsite Electronic Show Map & Directory Sponsor.....\$2,000

Total Marketing Ops Cost: \$ \_\_\_\_\_

## 6. Total Amount Due (add booth cost + marketing opportunities) .....\$ \_\_\_\_\_

## 7. Payment Options

A \$500 deposit is due with the completion of this Exhibitor Booth Contract in order to assign booth space. Final payments are due by December 15, 2010. Contracts received on or after December 15, 2010, full payment is due.

Check - Make payable to The Boston Globe Travel Show, in U.S funds and list Exhibiting Company Name on payment.

Credit Card     Amex     Visa     MasterCard

Amount to Charge \_\_\_\_\_

Card # \_\_\_\_\_ Exp Date \_\_\_\_\_

Name on card \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

Wire Transfer: Date to be sent \_\_\_\_\_

Please contact us at (717) 634-5126 to obtain the wire transfer documentation • When sending your wire transfer, you must list your exhibiting company name on the wire and a confirmation must be sent to J2L Events within 1 week of the bank transaction.

## 8. Cancellation Policy

In the event the Exhibitor cancels or reduces their exhibit space, Exhibitor must do so in writing during the time period listed below and will be obligated to pay the following damages:

Time Period	Liquidated Damages
March 1-August 31, 2010	25% of exhibit space fees
September 1-December 15, 2010	50% of exhibit space fees
On/After December 15, 2010	No Refund

### Contract Agreement

I, Exhibitor named above, agree to the Cancellation Policy and to abide by the provisions set forth under the Terms & Conditions governing the Boston Globe Travel Show, all of which constitute a part of the Contract.

Signature \_\_\_\_\_ Date \_\_\_\_\_

The Boston Globe Travel Show 2011 Exhibitor Booth Contract is a binding agreement with named Company and The Boston Globe.

# The Boston Globe Travel Show 2011 Exhibitor Booth Contract Terms and Conditions

1. Management and Exhibitor. The term "Show Management" as used herein shall define the personnel, its agents and event partners, including but not limited to J2L Events and The Boston Globe acting on behalf of, or in concert with Management to produce this event. The term "Exhibitor" shall define the company and its personnel and agents selecting to participate in the exposition. Once Exhibitor has executed this agreement by means of a signature, all terms shall become binding.

2. Assignment and Location of Exhibits: The Exposition will be held at the location indicated on the previous contract page. Location assignments will be made solely at the discretion of show management and within reasonable time after receipt of this application. All measurements and exhibit space layouts shown on the floor plan are as accurate as possible, but Show Management reserves the right to make such modifications and change exhibit space assignments as may be necessary to adjust the floor plan at any time to meet the needs of Show Management, exhibitors and the exhibits.

3. Payment Policy: A 50% deposit of the total amount is due within 14 days upon signing the Exhibit Space & Services Contract and must be sent to Show Management with a copy of the original signed contract. Final payments are due by December 15, 2010. Contracts received on or after December 15, 2010 — FULL PAYMENT of the total fee above is due immediately upon signing the Exhibit Space & Services Contract.

4. Cancellation Policy: (a) In the event the Exhibitor cancels all or part of the exhibit space contracted for herein, the Exhibitor must do so in writing, by certified mail, and will be obligated to pay the following amounts: for cancellations received between March 1, 2010 and August 31, 2010, 25% of the exhibit space fees are due; cancellations received between September 1, 2010 and December 15, 2010, 50% of exhibit space fees are due; and cancellations received on or after December 15, 2010, 100% of the exhibit space fees are due. (b) If exhibit space is not occupied by the Exhibitor by the opening time of the Exhibition, Exhibitor shall be deemed to have canceled the exhibit space contracted for and Show Management shall have the right to use such space as it deems appropriate and the Exhibitor shall pay all amounts which would have been due, upon the terms of subparagraph (a) above, if Exhibitor had canceled this contract as of such date. (c) If the Exhibitor does not make full payment when due upon the terms of this contract, Show Management may terminate this contract and the Exhibitor shall be responsible for payment of all amounts which would have been due, under the terms of subparagraph (a) above, if the Exhibitor had canceled this contract as of the date of such default. (d) Except as Exhibitor's rental obligation may be reduced in accordance with the terms set forth in subparagraph (a) above, the Exhibitor shall be responsible for payment of the total exhibit space rental fee if the Exhibition is canceled, delayed or relocated, in whole or in part, as a result of strike, civil disorder, acts of war, acts of God, or any other cause of any kind whatsoever, not within Show Management's control. If for any reason, due to fault of its own, The Boston Globe cancels the Boston Globe 2011 Travel Show, and provided Exhibitor is not in default of this Contract, The Boston Globe shall refund to the Exhibitor all exhibit space fees paid to date under this Contract by Exhibitor. Show Management reserves the right to reject or to revoke the acceptance of any Exhibitor at any time in its sole discretion.

5. Use of Exhibits: Height regulations for 10' x 10' booths are 8' high on the backwall and 8' high on the sidewalls, extending no further than 4' from the backwall. Beyond 4' from backwall, maximum height of a sidewall is no more than 4'. All demonstrations or other promotional activities must be confined to the limits of the exhibit space. Sufficient space must be provided within the exhibit space for the comfort and safety of persons watching demonstrations and other promotional activities. (a) Except in certain limited circumstances involving parent corporations, their wholly-owned subsidiaries, and sister corporations, when approved in writing in advance by Show Management, Exhibitor shall not assign, sublet or share the space allotted. (b) Any firm or organization not assigned exhibit space will be not permitted to solicit business within the exhibit area. (c) Permission to hang signs or erect exhibit spaces higher than 8 feet must first be obtained in writing from Show Management, which will confirm the available height for specific exhibit locations. (d) No portion of any exhibit space sign or carpeting may extend over or beyond assigned floor space. Interference with the light and space of other exhibitors is prohibited. Booths and aisles must be kept clear for safe access throughout show hours (e) Display material exposing an unfinished surface to neighboring exhibit spaces is not permitted and must be finished at the Exhibitor's expense. (f) Show Management reserves the right to restrict exhibits which, because of noise, method of operation, materials or for any other reason become objectionable, and also to prohibit or to remove any exhibit which, in the sole opinion of Show Management, may detract from the general character of the Exhibition as a whole, or consists of products or services inconsistent with the purpose of the Exhibition. In the event of such restriction or removal, Show Management shall not be liable for any refunds or other exhibit expenses. (g) The use of sound systems is permissible, provided that they are not audible more than 3 feet into the aisle or into neighboring exhibit spaces, and that the sound is directed into the Exhibitor's exhibit space or vertically. Show Management shall have absolute control over the implementation of this regulation, the intent of which is that sound system shall not be audibly objectionable to neighboring Exhibitors. (h) Exhibitor is solely responsible for obtaining the necessary licenses for all usage of music or video. (i) Exhibitor is responsible to allocate staff to supervise and manage their booth. Booths must be staffed at all times during open Expo hours. (j) Exhibitors cannot begin to break down their exhibits prior to the close of the show.

6. Marketing: Any use of the Boston Globe Travel Show logo in exhibitor promotions shall be approved by The Boston Globe in advance. Exhibitor shall not make use of the name Boston Globe Travel Show and its respective registered trademarks or logos without prior written approval from The Boston Globe. Such approval shall not be unreasonably withheld.

7. Liability and Insurance: Show Management, Seaport World Trade Center and/or The Boston Globe their agents and employees, shall not be responsible for any loss, theft, or damage to the property of the Exhibitor, his employees or representatives. Furthermore, Show Management, Seaport World Trade Center and/or The Boston Globe, their agents and employees shall not be responsible for any damage, illness or injury to Exhibitor personnel, agents or attendees. Exhibitor shall indemnify and hold harmless Show Management, Seaport World Trade Center and/or The Boston Globe from all liability which might ensue from any cause whatsoever, including attorney's fees. Exhibitor agrees to maintain adequate insurance to fully protect Show Management, The Boston Globe, its co-sponsors, contractors and Seaport World Trade Center from any and all claims which may arise in connection with the installation, operation and dismantling of the Exhibitor's display. Exhibitor will be required to pay for any damage caused by its employees or agents. Exhibitor must carry insurance naming J2L Events LLC, Seaport World Trade Center and The Boston Globe as additional insured's on a policy containing no less than \$1 million for bodily injury, property damage and /or loss sustained in any one occurrence. Exhibitor must also carry vehicle liability insurance for any vehicle that is carried onto the facility premises.

8. Security and Insurance: Show Management provides perimeter guard services during show hours as noted in the Exhibitor Service Manual and during the hours the exhibit areas are closed. Security for all Exhibitor equipment, materials and personnel remains the responsibility of the individual Exhibitor. Exhibitors should retain adequate coverage for theft, damage or any loss. Exhibitors are encouraged to have guards and insurance at their own expense. Exhibitor agrees to waive its right to subrogation against Show Management, its officers, directors and employees.

9. Care of Building and Equipment: Exhibitors or agents must not injure or deface the walls or floors of the building, the exhibit spaces, or the equipment of the exhibit spaces. When such damages appear, the Exhibitor is liable to the owner of the property so damaged. All materials used in decoration must be flameproof, electrical wiring must conform with the National Electric Code Safety rules and all other applicable rules, regulations, fire laws, electrical codes and other laws of the city in which the exhibition is located, and of any other governmental authority maintaining jurisdiction over the said exposition facility, which affect the installation, conduct and disassemble of the exhibit. Combustible materials or explosives are not permitted in the Exhibit Hall. The Exhibitor shall also comply with all reasonable requests of officials of the Exhibit Hall and Show Management with respect to the installation, conduct, and disassembly of its exhibit.

10. Compliance. Exhibitor assumes all responsibility for compliance with federal and local codes and all laws related to public safety, as well as facility regulations. Exhibitor is responsible to meet all requirements of the American with Disabilities Act. Wiring and decorating materials must all conform to local codes and fire regulations. Exhibitor assumes the responsibility to ascertain that all such codes and laws have been met, including issues related to facility services. Exhibitor is solely responsible to obtain all necessary permits and tax forms, including submitting any taxes or fees required by local, state or federal authorities.

11. Email Privacy Policy: We respect your time and attention by controlling the frequency of our mailings. We will never share, sell, or rent individual personal information with anyone without your advance permission or unless ordered by a court of law. Information submitted to us is only available to employees managing this information for purposes of contacting you regarding this event or sending you emails based on your request for information and to contracted service providers for purposes of providing services relating to this event. Each email sent contains an easy, automated way for you to cease receiving email from us. If you wish to do this, simply follow the instructions at the end of any email. If you have received unwanted, unsolicited email sent via this event or purporting to be sent via this event, please forward a copy of that email with your comments to [abuse@bostonglobetravelshow.com](mailto:abuse@bostonglobetravelshow.com) for review.

12. Miscellaneous: Each Exhibitor, for itself and its employees, agrees to abide by this agreement and any amendment thereto, and cannot be assigned without the prior written consent of show manager. Exhibitor further acknowledges that Show Management reserves the right to reject, eject or prohibit any exhibit in whole or in part, or any Exhibitor or his representatives, without giving cause. If any provision of this Contract is held invalid or unenforceable under applicable law, such provision shall be ineffective, without invalidating the remaining provisions hereof. Although Show Management and Exhibitor each do business in various state jurisdictions, this contract shall be governed, construed and enforced in accordance with the laws of the State of Massachusetts and its courts. In the event that it shall be necessary for Show Management to bring suit to enforce any or its rights hereunder, Show Management shall be entitled to recover all costs of such suits including reasonable attorney's fees.